

PRESENTATION

This monographic volume of « Comunicazioni Sociali » recalls another one, also edited by Edoardo Teodoro Brioschi, on Business Communication.

E.T. Brioschi, who this year celebrates his 30 years of teaching at the Scuola di Specializzazione in Comunicazioni Sociali (School of Specialization in Social Communications) of the Università Cattolica of Milan, and his 28 years at the Faculty of Economics and Business (by the way, congratulations and best wishes!), is now focusing his attention on the problem of advertising communication, which he places within total communication and in an international sphere.

Sagaciously combining together original texts written especially for this number of « Comunicazioni Sociali » and the contributions of a Conference he organized, Brioschi presents a really exhaustive survey of the current situation and of the perspectives of growth or crisis, if any, of this phenomenon.

Starting from a re-examination of the matter of total communication and, in particular, of public relations within business economics, and from a proposal about the evaluation and measurement of their effectiveness (on this point see the contributions by Brioschi, Nelli and Bensi), almost in order to establish an organic connection with the preceding monographic study of « Comunicazioni Sociali », this articulated text treats the problems of advertising with resolution, referring to the Proceedings of the VIth Education Conference of the International Advertising Association (1994) and to other specific essays on the effectiveness of advertising communication.

The themes treated by the various authors are of great topical interest and have a remarkable impact on the specificity of a type of communication which has always been dallying with low repute on the one hand, and with an excessive consideration on the other.

The subjects vary: re-positioning of the product, motor-car industry advertising, short- and long-term effects, but there is also a thorough treatment of the impact of communication on economics and brands, of the relationship (currently and properly considered very important) between advertising and consumers, of the sense of research, of competition, of the quality of advertising communication and of the instruments for its control.

As far as the educational aspect is concerned, of crucial importance are the themes of the involvement of the businesses, educators' responsibilities, the relationship between this field and that of business.

In conclusion, it is a collection of texts which not only pertain to the chosen topic, but which are adequate to our times and to the opportunities and differentiations that contemporary reality proposes.

This is a harmonious composition of analyses and expectations that advertising communicators (and the scholars) cannot ignore and must, on the contrary, investigate further and constantly employ in their daily work and commitment of efficiency and creativity.

Gianfranco Bettetini